

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number: 10/750,363 Filing Date: December 31, 2003 First Named Inventor: Krishna BHARAT Group Art Unit: 3621 Examiner Name: Evens J. Augustin	
Sheet	1	of	2
		Attorney Docket No.: Google-44 (GP-096-00-US)	

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AF	5,724,521	03/03/1998	Dedrick	
	AG	5,740,549	04/14/1998	Reilly et al.	
	AH	5,848,397	12/08/1998	Marsh et al.	
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	AJ	6,026,368	02/15/2000	Brown et al.	
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	AV	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
	AW	WO 97/21183	06-12-1997	Bell Communication Research, Inc.		
	AX	JP 11-282875	10-15-1999	Oki Electric Industry Ind. Co. Ltd		
	AY	WO 00/02112	01-13-2000	Transilluminant Corporation		
	AZ	JP 2000-132559	05-12-2000	Hitachi Ltd		
	BA	JP 2000-339322	12-08-2000	Nippon Telegraph & Telephone Corp.		
	BB	WO 01/46876	06-28-2001	NDEX Systems Inc.		
	BC	KR 2001-76023	08-11-2001	KT Internet Co. Ltd		
	BD	JP 2001-229167	08-24-2001	Nippon Telegraph & Telephone Corp.		
	BE	JP 2002-520689	07-09-2002	Transilluminant Corporation		
	BF	WO2003/017137	02-27-2003	Fujitsu Ltd		
	BG	JP2003-524236	08-12-2003	NDEX Systems Inc.		

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant

1 Unique citation designation number 2 See attached kinds of U.S. Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3) 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible 6 Applicant is to place a check mark here if English language translation is attached

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /EA/

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Sheet	2	of	2
		Attorney Docket No.: Google-44 (GP-096-00-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	BH	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994	
	BI	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995	
	BJ	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997	
	BK	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997	
	BL	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997	
	BM	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998	
	BN	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998	
	BO	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998	
	BP	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998	
	BQ	AdForce, Inc., A Complete Guide to AdForce, Version 2.6, 1998	
	BR	AdForce, Inc., S-1/A SEC Filing, May 6, 1999	
	BS	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999	
	BT	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 nd Ed., John Wiley & Sons, 1999	
	BU	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073	
	BV	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061	
	BW	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069	
	BX	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068	
	BY	Statement Regarding References in 1449 Form	
	BZ	Notice for Preliminary Rejection for Korean Patent Application No. 10-2008-7026699, mailed January 23, 2008 (6 pgs.) with translation (7 pgs.)	
	CA	Notice of Reasons for Rejection for Japanese Patent Application No. 2006-547257, mailed January 6, 2009 (10 pgs.) with translation (11 pgs.)	

Examiner Signature	/Evens Augustin/	Date Considered	11/08/2009
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1 Unique citation designation number 2 Applicant is to place a check mark here if English language translation is attached